

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



The picture above shows one of our recent Strawberry plantings—30 acres, set in April 1946. By July 15, 1947, over \$3,000 per acre had been realized, with another crop yet to come off this current year. The total returns should run between 8 and 12 tons per acre. These are all University varieties. Most of them are Shasta, which is a little slow in starting but continues bearing later in the fall, with a second and frequently a third crop of fine large berries. Often it takes only 9 berries to fill a basket. Another field of 40 acres planted in December 1946 had yielded sufficient returns by May 1947 to pay

You will note our prices are lower this season. As always, we build toward permanency instead of inflation.



STRAWBERRIES

We have been headquarters for Strawberry Plants in California for nearly fifty years and will be glad to advise you about your Strawberry planting.

Write for Prices on Acreage Fields

Remember
We Specialize
in Growing the Finest
Strawberry Plants
Under Seal and Label

This season we offer five new varieties bred and named by our State University and tested commercially. Supply limited. On request, we will advise best ones for your soil and climate.

CITRUS STOCK

- ORANGES, Washington Navel.** Seedless; winter. Valencia. Best summer variety.
- Tangerines.** Everybody's favorite.
- Blood Orange.** Sweet and juicy; streaked red.
- LEMONS, Eureka.** Very juicy. Widely planted.
- Lisbon.** Strong, vigorous tree.
- Meyer.** Bears almost all year. Hardy.
- LIMES, Bear's Seedless.** Large fruit; rich flavor.
- Rangpur.** Reddish orange fruit. Resistant to cold.
- GRAPEFRUIT, Marsh Seedless.** Large; juicy.
- Any of the above Citrus trees, \$6 each
- AVOCADOS.** \$7 each. If you are interested in Avocado varieties for home planting under cooler temperature, write us for information.
- PERSIMMON.** \$2 each.

GRAPES

- Golden Muscat.** Golden green. Vigorous; heavy bearer.
- Pierce Isabella.** Large; excellent flavor; black.
- Concord.** Medium size; blue-black.
- The above varieties, 50 cts. each
- Thompson Seedless.** Small; greenish yellow.
- Muscat.** Large; green; sweet. Dries.
- Flame Tokay.** Rich red; crisp and sweet.
- Sweetwater.** A good sweet arbor Grape.
- Emperor.** Late; red. Keeps well.
- Ribier.** Huge blue-black Malaga Grape.
- Any of the above varieties, 35 cts. each; 10 for \$2.50



ORANGE, Valencia

PLANT HYDE'S Bushberries and Fruits for Finest Crops



BLUEBERRIES



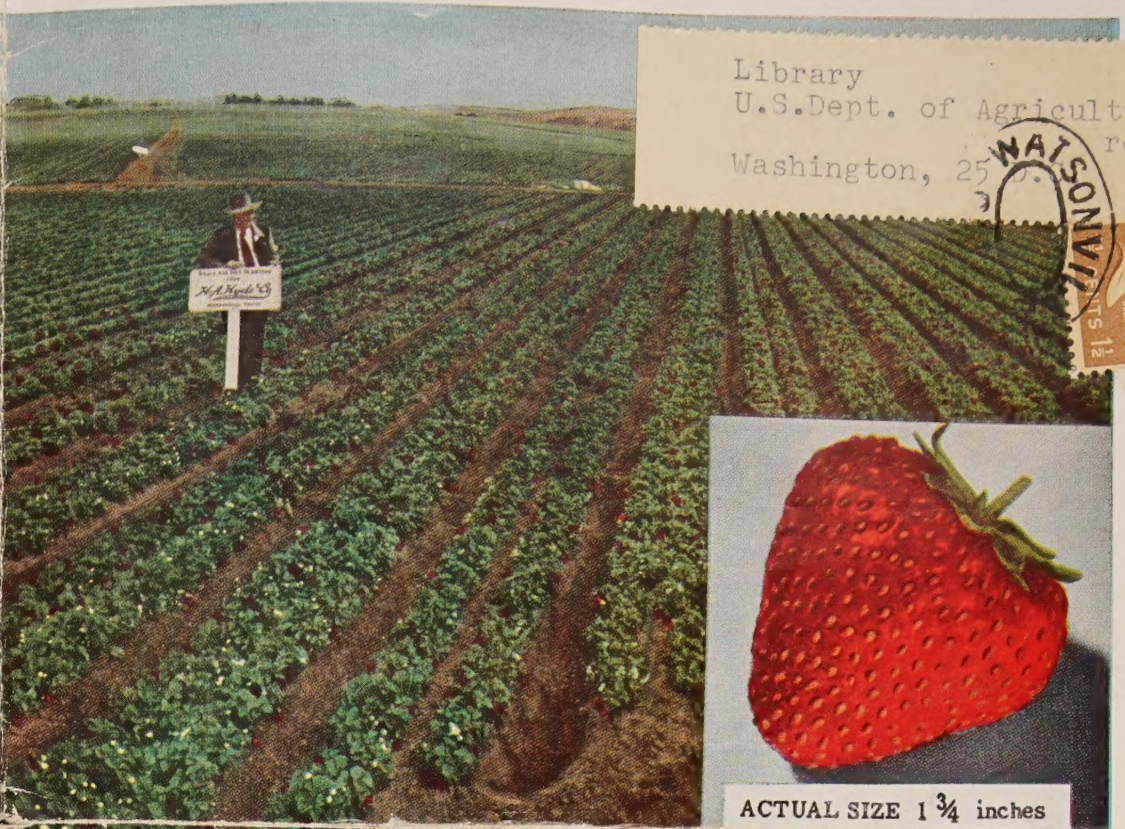
GOOSEBERRIES

- GOOSEBERRIES, Oregon Champion.** Each Doz. 100
- Transparent pale green berries. \$0 50 \$5 00 \$30 00
- English Large Fruited.** In gal. cans. 1 50
- BLUEBERRIES.** Large and sweet. 3 for \$5.



GROWERS
NURSEYMEN

WATSONVILLE,
CALIF.



Library
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WATSONVILLE
JUN 13 1947



ACTUAL SIZE 1 3/4 inches

all expenses—rent, preparation of ground, cost of plants, wells, and all labor bills. We still hold the record of 35,000 pounds to the acre on one of our superior strains of Strawberries in 1916. For further information on Strawberries, contact us.

Another field of forty-five acres just checked this date, August first, yielded over eight tons per acre and another good crop to come. We figure twelve tons per acre, eighteen months from planting. Exceptionally fine berries, many over two ounces.

Hyde's Improved XXX Banner. Doz. 100	
Excellent for home or market. Almost everbearing in cool regions. . .	\$0 75 \$5 00
Rockhill. Best everbearing variety. Large berries.	2 00 12 00
Streamliner. A new Everbearer. . .	1 75 10 00
Utah Everbearing. Very fine. . . .	2 50 15 00
Gem. Everbearing. Especially prolific in the fall.	60 4 00
Mastodon. Giant everbearing sort. Strong grower.	60 4 00
Dorsett. Heavy producer of large berries. Keeps and ships well. . .	50 2 50

The Five University Varieties

- Donner.** Early; good quality. Suggested for home gardens in California, especially Coast sections.
- Lassen.** High production and long-lived variety.
- Shasta.** Good producer for market or home use. For Coast sections. Best of the five varieties.
- Sierra.** For high production. Long-lived plants. Recommended for the Coast, but try it also in the interior.
- Tahoe.** A good disease-resistant sort. Fruit of excellent quality.
- All University varieties, 75 cts. per doz.; \$5 per 100 plants



WATSONVILLE, CALIF.



HYDE'S Giant Everbearing RASPBERRIES

- CUTHBERT.** Large; crimson. Each Doz. 25 \$2 50
- Hardy.
- BLACK-CAP.** Firm black berries, well flavored. 25 2 50
- WASHINGTON.** A vigorous, heavy red Raspberry from the Puyallup section of Washington. 35 3 50
- WILLAMETTE.** A fine new variety from Oregon. See cut. . . . 35 3 50

SHRUBS and TREES

Rare and Standard Varieties

A fine selection including Rhododendrons, Camellias, Daphnes, Red-flowering Buckeyes, Deciduous Magnolias, Lace-trees, also all standard varieties. For landscaping, call and look over our stock.

A Full Line of ROSES - TREE and BUSH

Many of the new patented varieties and a large selection of popular sorts. Shipping dates from December to January, later in cans. Send for list of varieties, and please order well in advance.

We do orchard and berry planting by the acre, also landscaping of any area from a town lot to an estate. Get in touch with us for this service.

Please note our voluntary reduction of prices.

We give no warranty, express or implied, as to purity, description, quality, productiveness, or any other matter of any trees, seeds, bulbs or plants we send out, and will not be in any way responsible for the crop. Purity and germination tests are information from official seed laboratories without guarantee. Deliveries on all contracts and orders not guaranteed against crop failure, fire flood or other conditions beyond our control.

—H. A. Hyde Co.

VEGETABLE PLANTS

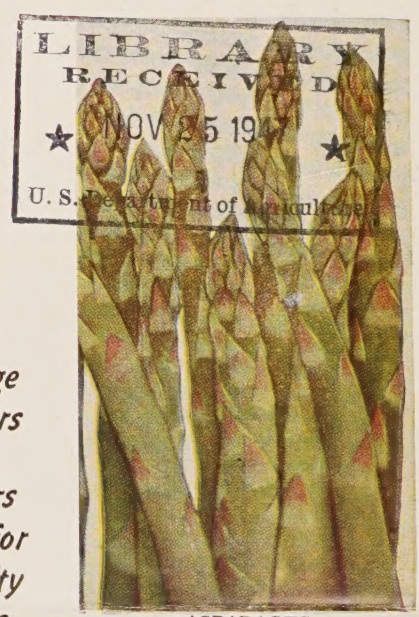
- ASPARGUS.** 2-year size. 60 cts. per doz.; \$3.50 per 100.
- RHUBARB, Improved Cherry.** 35 cts. each; 3 for \$1.
- HORSERADISH.** Large. 25 cts. each.
- ARTICHOKE.** 35 cts. each; 3 for \$1.

LEAF-MOLD

\$1.50 per sack; \$10 per yd., f.o.b. Watsonville or nearby towns



RHUBARB



ASPARGUS

Acreage
Planters
or
Dealers
Write for
Quantity
Prices



BEGONIA BULBS

Begonias have long been our specialty. Double Begonias, Camellia and Fimbriata, also Hanging Basket types. This year we offer double varieties in six different colors: red, white, yellow, pink, salmon, and orange. Large blooming-size bulbs, \$2.50 per doz.

NOTE: Add 2 1/2% California sales tax.
TERMS: Send cash with order, or a deposit and we will ship C. O. D. if preferred.



PEAR, Bartlett

California has long been noted for Bartlett Pears suitable for fresh market, shipping, canning, table use, etc. Perhaps the best sections for this fruit are Lake County and the foothills around Grass Valley and the low Sierras. We have an ample supply of fine stock.

PEARS

- Bartlett.** Excellent flavor. Early.
Beurre Hardy. Rich, juicy. Good keeper.
Winter Nelis. Late fall. Rich flavor.
Comice. Absolutely the finest Pear grown. This is the famous Medford Christmas shipper.

4 to 6-ft. trees, \$1; 10 trees up, at 90 cts. each

THE H. A. HYDE COMPANY has been located at Watsonville in the famous Pajaro Valley for almost one-half century. Two of the largest outputs of this valley have been Apples and Strawberries. Of the former, some 4000 to 6000 carloads are grown and handled annually. We have what is perhaps a record yield on file of one Apple tree producing a top crop of 107 forty-pound boxes in 1914, and an average of 85 boxes yearly for five years. Newtown is the chief variety, acknowledged all over America as one of the best Apples in quality and appearance. A prime keeper that does not blacken if handled properly, it is suitable for slicing, handling or quick freezing, superior for pies and all commercial purposes.

This section is one of the best for berries in America, especially Strawberries, which ordinarily produce two or three crops per season. Commercial yields have been picked fourteen consecutive months.

We have studied the varieties, as well as soil and climatic conditions best for these Apples and berries, not only in our section but in other parts of the state, and are very glad to offer our knowledge and experience to commercial growers. Our recommendation for money-making commercial plantings would be Strawberries, Hyde's Phenomenal Nectars, Newtown Apples, and Bartlett Pears (the latter for the interior).

Our superior selected strain of Blenheim Apricots on No. 29 resistant roots is unexcelled for orchard planting.

ALMONDS

- Drake's Seedling.** Medium; round.
Ne Plus Ultra. Large, long. Very attractive.
Nonpareil. Large, smooth kernels. Commercial.

4 to 6-ft. trees, \$1; 10 trees up, at 90 cts. each

WALNUTS

- Franquette.** Large, smooth nut. Our strain should bear in two or three years.

Payne. Very early. Heavy crop.

Eureka. Large, plump kernels.

Any of the above Walnut trees, \$3 each. Ask for quantity prices.



APRICOT

PRICES OF FRUIT TREES

Prices of all fruit trees, except where noted: 4 to 6-ft. trees, \$1 each; 10 trees up, at 90 cts. each. Ask for prices on 100 or 1000 of a kind. All single trees root-and-top-pruned, ready for planting when requested.

For the home-garden with a small back yard we can furnish the following dwarf fruit trees to be planted 10 feet apart: Apples, Apricots, Pears, Plums, Cherries, our selection, at \$2.50 up.

FRUIT TREES

OTHER VARIETIES ON REQUEST
ASK ABOUT ESPALIERS and DWARF TREES

APPLE, Red Gravenstein.

- Red Delicious.** Fine flavor. Early.
Yellow Delicious. Golden color. Early.
Red Astrachan. Juicy summer Apple.
Red June. Early red sort.
Yellow Bellflower. Oblong; pale yellow. Good market sort.
Skinner Seedling. A superb early eating variety.
Winesap. Splendid quality. Late. Red.
Yellow Newtown Pippin. Flesh firm, white.

CRABAPPLE.

For jelly and preserves.

APRICOT, Royal.

- Blenheim.** The best all-purpose Apricot for canning, drying, or fresh.
Moorpark. Large, round, delicious. Shy, irregular bearer.

We also have Apricots on No. 29 Resistant Root.

CHERRY, Bing.

- Royal Ann.** Yellow, blushed red.
Morello. Blackish red. Very productive. Excellent for canning and pies.
Black Tartarian. Very large and juicy. Early.
Special price on Cherries this year, \$1.25 each.

PEACH, Freestone Varieties.

- Babcock.** Sweet white flesh.
Briggs Red May. Early. Flesh white, juicy, sweet.
Crawford. Early and Late varieties. Large; yellow.
Elberta. Very large; orange-yellow.
Fischer. (Pat.) Firm, round; yellow flesh of high quality. (Add 20 cts. Royalty.)
Foster. Improved Early Crawford.
J. H. Hale. Large yellow fruit of superior flavor.
Mayflower. Very early. Dark red; white flesh.
Miller's Late. Large; yellow. Late.
Muir. Very large; sweet; yellow to pit.
Nectar. (Pat.) Best early white-fleshed freestone. (Add 20 cts. Royalty.)
Rio Oso-Gem. (Pat.) Large, yellow, firm and richly flavored. (Add 10 cts. Royalty.)
Salway. Deep yellow. Good quality. Late.
Strawberry. Large; white-fleshed; juicy.
Clingstone Varieties.
Orange Cling. Very large; deep golden flesh.
Palora Cling. Large; clear, yellow flesh. Heavy producer.
Phillips Cling. Rich flavor, yellow flesh. Small pit.



WATSONVILLE NEWTOWN APPLE

We have a very fine supply of this variety of Apple this year. Our buds are taken from selected trees. If you have good soil in an Apple section, get in touch with us for this variety or its close runner-up, the Double Red Delicious.

PLUM, Beauty.

- Santa Rosa.** Purplish crimson. For home and market.
Satsuma. Good for preserves. Flesh deep red.
Yellow Egg. Very large. Fine for cooking.
Damson. Favorite blue Plum.
Burbank. Large; dark red; very sweet.

PRUNE.

- We have Improved French Prunes on No. 29 Resistant Root.
French Improved. Heavy producer. Large fruits.
Imperial. Excellent quality. Very large.
Sugar. Dark purple. Very productive. Early.
Hungarian. Large; dark red. Strong bearer.

NECTARINE, Stanwick.

Juicy white flesh. Popular.

GOLD MINE.

Fine flavor. Freestone. Excellent canned or fresh.

QUETTA.

Flesh firm; extra large.

FIG, White Adriatic.

Yellowish green. Very fine.

BLACK MISSION.

Very productive. Produces two crops.

KADOTA.

Fine either fresh or preserved.

BROWN TURKEY.

Large, long fruits, sweet and juicy.

QUINCE, Pineapple.

Round; golden yellow.

SMYRNA.

Very large. Heavy bearer.

POMEGRANATE, Wonderful.

Big crimson fruits.



This picture is an actual colored photograph of one of the best bushberry fields in America—80 acres located near Watsonville, Calif. Estimated production 400 to 600 tons of fruit per annum. Our Thornless Boysens and "Hyde's Phenomenal Nectars" have produced over 4 tons per acre 16 months after planting. 2-yr. crops often run 6 to 7 tons. Varieties in this field to distribute picking periods are Boysens, Thorn-



less Boysens, Nectars, "Hyde's Phenomenal Nectars," and many trial sorts. If you wish plants of exceptional quality, order early, especially for acreage plantings. Send for wholesale lists. Ask about our Soluble Fishmeal Fertilizer and Split Redwood Pickets.

The THORNLESS BOYSEN

This queen of bushberries has come to rule. A strong, healthy grower and a heavy bearer. The field shown here fifteen months after planting yielded four tons per acre of fine luscious fruit. Note the short coupling of the stems, giving more bearing surface. Pickers surely love the thornless canes; the labor of handling and picking is cut down over 20%. Another field two years old yielded 5¾ tons to the acre without irrigation. One field yielded over 8 tons under irrigation.

We advocate 8 to 12 tons of manure to the acre, chicken compost or sheep preferred. Ample irrigation is necessary.

STRONG PLANTS

35 cts. each \$3.50 per doz.
\$20 per 100

STREAMLINED THORNLESS BERRIES

These have come to stay and replace the thorny sorts. Most of the varieties bear more heavily, and the ease of handling and picking more than offsets the additional cost of the plants.

- Thornless Loganberries.** **Thornless Boysenberries.**
Thornless Himalayas. **Thornless Cory's.**
Thornless Himalayas (Oregon Evergreen).

Any of the above Thornless Berries, strong plants, 35 cts. each; \$3.50 per doz.; \$20 per 100. Ask for quantity prices

HYDE'S Phenomenal Nectar

These plants are now offered for the first time in quantity. A fine, large berry of exceptional flavor, similar to the Boysenberry but often measuring 1¾ inches long, 1 inch in diameter, and running 20 to an 8-ounce market basket. Commercial yields are heavy. One of our fields gave three tons to the acre the first year, sixteen months after planting, and a larger, older acreage yielded over seven tons to the acre.

Prepare beds and fields with ample manure and plenty of irrigation. This variety is one of the best moneymakers known, if not the best.

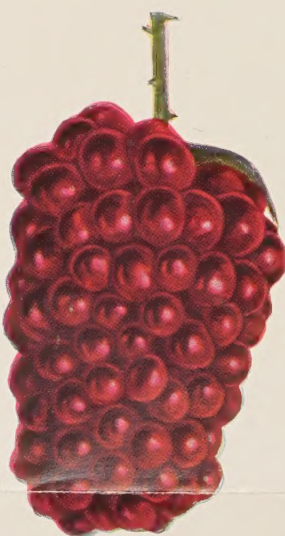
STRONG PLANTS

35 cts. each

STOCK LIMITED

\$3.50 per doz.

\$20 per 100



BUSHBERRIES

	Each	Doz.	100
LOGANBERRIES. Dark red berries of sub-acid flavor. Make excellent jams, jellies, and juice.	\$0 25	\$2 50	\$18 00
YOUNGBERRIES. Wine-color changing to black; very good flavor. Heavy producer. Early.	25	2 50	18 00
BOYSENBERRIES. Very large black fruit. Keeps and ships well.	25	2 50	18 00
NECTARBERRIES. A glorified Boysen.	25	2 50	18 00
CURRENTS, Improved Cherry. Large; productive.	50	5 00	30 00

Be sure to plant plenty of Bushberries this year



CURRENTS



NOTE SPLENDID SIZE

H. A. Hyde Co.
GROWERS-NURSERYMEN

GROWERS
NURSERYMEN

WATSONVILLE,
CALIF.